



TRADE AT MAY'S; IT PAYS

Wednesday Specials

S. & W. Sliced Apricots, Regular price, per tin, 30c. SPECIAL AT 25c
 Lobster, Red Jacket Brand, Regular price, 40c the tin. SPECIAL AT 35c
 Honey, Wild Rose Plain, Regular price, per bottle, 30c. SPECIAL AT 20c
 Wellington Knife Polish, Regular price, 20c the tin. SPECIAL AT 15c

HENRY MAY & CO., LTD.

Turn the little disc to 1-2-7-1

"Why Should I Advertise?"

"I have been in business in this town for years! Everyone knows my store! I don't need to advertise any more!"

Such an argument as this is often offered by old and reputable firms as their reason for not telling the people about their goods through newspaper advertising.

It might be said that the greatest trouble with firms that advance such excuses is that they are not abreast of the times, so to speak.

They have failed to realize that advertising is the development of modern business competition. In a large per cent of cases, along the same street with the "old and established" firms, there have sprung up, in the last few years, other business houses of the same lines—and they have established a trade equal, if not superior to, that of the "old and established" firms.

Do you think that the secret success that has enabled these new firms to develop that trade is hidden—and known to a selected few?

If there is a secret, it is not hidden. In fact, it is in daily evidence.

In short: NEWSPAPER ADVERTISING.

The government census shows that in a city approximately the size of Honolulu through the transient population the total population amounts to almost a complete change every seven years. In other words, about one seventh of the population of this city changes each year.

Mr. "Old and Established Merchant," considering the population of Honolulu as a whole, there are comparatively few families who remember when you started in business; therefore you and your business do not stand any better chance of getting their trade than does the younger merchant with his newer store—and advertising. It might almost be said that there are people living in this city who have come to town of late years, who have been constantly reading the newspaper advertisements of your young and thriving competitors and hardly realize that you are in business, unless you, too, are an ardent advertiser.

If you doubt this statement, experiment a little, that is if you are not as large an advertiser as some other merchant, whom you consider young and unestablished, step out on the street and stop the first ten people you chance to meet and ask them to name a merchant in your particular line. Your feelings will probably be hurt, for they undoubtedly will name the ones who advertise.

The best way to avoid serious competition in your line, Mr. Merchant, is to advertise!

The best way to become a leader in your line is to advertise!

The Star-Bulletin offers you a daily paid circulation far in excess of that of any other medium in the city.

This is the beginning of a new year, start it right! Don't consider your advertising appropriation as an expense—but as an investment! It will pay you a handsome interest!

The "Ad" Man

FOR RENT

Three-bedroom furnished house, Kaimuki, rental \$45.00 per month.

Bishop Trust Co., Ltd.

'PRESERVE BAY AT WAIKIKI' IS STRONGLY URGED

(Continued from page one)

plur elsewhere than on Waikiki beach between Fort De Russy and Castle point was strongly recommended by several speakers at the public hearing of the harbor commission in the capitol building this morning.

Arguments for and against the construction of the proposed pier were heard, but the general trend of the discussion was for the location of the pier elsewhere, the speakers holding that its construction on the bay would seriously mar Waikiki's natural beauty. When Chairman Forbes called the meeting to order, every chair in the room was occupied, businessmen, residents, "ordinary citizen" and property interests being represented. All had strong opinions concerning the proposition.

C. G. Bockus, who, with associates, proposes to construct a \$100,000 pier, was the first to talk. He explained the plans, which call for a three-deck structure extending about 500 feet from shore, approached by a board walk 20 feet wide, with bath houses and floats on the first deck, auditorium and motion picture attractions on the second floor and a restaurant and roof garden on the third and top deck.

New Site Proposed.

When the meeting opened this morning it was supposed that only three sites were under consideration. Bockus, however, stated that another site had been offered last night. The new site for the approach is Waikiki Inn and James Steiner's residence. Bockus stated that it was the firm intention of the promoters to erect a building that would not prove objectionable to citizens of the city or to beach residents.

An opinion handed down from the attorney general's office this morning held that the harbor commission had full power to grant Bockus right-of-way to the high-water mark. From there on, for the board walk and building, permission would have to be secured from the United States government.

Mr. Thurston, H. L. Strange, Judge F. M. Hatch, J. S. Emerson and others objected to the pier on the grounds that it might injure the natural beauty which Waikiki beach now possesses. W. R. Castle favored Kapalani park approach in preference to other beach sites. Frank Hustace, who owns property adjoining one of the proposed sites, stated that while he is not in favor of having the pier project from the neighboring site, he will not offer any strenuous objection to it, holding that it would increase property values on the beach and might otherwise be a benefit to the city.

Outrigger Club Objects. President Tuttle and Secretary Beaven of the Outrigger Club entered a strenuous objection to the location of the proposed pier in close proximity to the club's bathing beach. Both declared that surf riding near the Outrigger beach would prove a menace and a danger to the many women and children who daily bathe there and would interfere with surf sports.

Paul Super, secretary of the Y. M. C. A., protested against the erection of the pier, declaring that it would be a menace to the morals of the coming generation of young men. He said it would prove to be one more avenue towards the ruin of Honolulu boys. This assertion developed into an issue for discussion, Super's argument being contested by Manager Strange of the Honolulu Gas Company and Manager C. G. Ballentyne of the Rapid Transit Company and others.

Chairman Berndt of the Hawaii Promotion committee enthusiastically declared himself in favor of the pier. Berndt said he spoke for the committee as a whole, as well as for himself. "Everyone knows that the tourist trade is the best crop Honolulu has," Mr. Berndt commenced, "and it should be developed. The Promotion Committee is doing its best to bring tourists here, but after we get them here we have not enough to entertain them with. They arrive here and take in the sights before a week has passed and then they discover that there are too few amusements to interest them. An amusement pier would satisfy tourists and the community as well."

After nearly two hours of discussion Chairman Forbes adjourned the meeting until January 13, first appointing Commissioners Church, Wakefield and Bodge on a committee to examine further into the proposal and report to the commission at the next meeting.

pany; 3,000 shares Engels Copper Company; \$50 balance on promissory note from Charlotte P. Emory; \$25 in old coins; one typewriter and one automobile.

Articles of association filed at the territorial treasurer's office for the new Hawaiian insurance concern, the Hawaiian Insurance & Guaranty company of Hilo, show that the firm proposes engaging in a general insurance, surety and guaranty business, including policies against almost every sort of disaster except war, to persons or property. The firm is capitalized at \$100,000, divided into 1000 shares having a par value of \$100 each. The entire amount is subscribed and \$50,000 is paid in. The officers and principal shareholders are John T. Moir, president, 60 shares; H. V. Patten, secretary, 10 shares; H. B. Mariner, treasurer, 10 shares; C. C. Kennedy, 60 shares; John M. Ross, 60 shares; William Pullar, 40 shares and C. S. Carlsmith, 60 shares.

The slanderser is no respecter of

Honoluluans' Tributes To Dr. W. P. Ferguson

F. C. ATHERTON—Dr. Ferguson did a great work in the development of the school. He increased its standing, as well as its enrollment. Since he took charge of the school the number of students has increased from 150 to 215. Under him its policy was broadened and strengthened and we do not know where to turn to find a successor as strong. He was popular among the students, especially because of his great interest in their activities, athletic as well as otherwise. His religious influence on the students was deep and strong. He saw the opportunity for impressing Christian ideals on the growing Oriental young people and during his period here many of the young people have been induced to take a Christian stand.

DR. DOREMUS SCUDDER, acting president of board of managers of Mid-Pacific Institute—It is a great blow to the Mid-Pacific Institute to lose a man with the devotion, enthusiasm and influence of Dr. Wilbert Perry Ferguson. The blow has come so suddenly that it is staggering to us all. One of the best testimonials to the kind of work which Dr. Ferguson did for Mills may be found in the fact that he organized the work of the school so thoroughly that it will go on without a break in spite of the great loss which it has sustained.

J. W. WADMAN, superintendent Anti-Saloon League—Dr. Ferguson greatly endeared himself to his friends and made a place for himself in the community. He was deeply interested in all phases of civic life and his place will be a hard one to fill, not only as an educator but as a force for civic righteousness. His pleasing, genial personality, his friendly smile and greeting will never be forgotten.

DR. W. P. FERGUSON DIES AT HOSPITAL AFTER OPERATION

(Continued from page one)

and four months. In temperance, church and welfare work he was enthusiastic, his zeal often outstripping his physical strength. He was a man possessed of unflagging energy which was the cause at times of many breaks in his health. His genial personality and friendly spirit won him a host of friends and admirers and his work in Honolulu and in Hawaii will live in the annals of those organizations and institutions with which he was directly or indirectly affiliated. He was a man of wide acquaintance and deep culture; an author of some note, and a frequent contributor to magazines of articles having to do with the church and education.

Devoted to His Work. While intensely interested in public matters in Honolulu Dr. Ferguson was not what one would call a politician. His efforts locally were inclined more toward church and educational work.

An illustration of his interest and enthusiasm in the latter is in the high standard which has been attained by Mills school under his personal direction as principal. Immediately on entering his new duties he made a study of the school and its needs. Step by step he accomplished his work with the result that Mills today stands foremost among those educational institutions of Hawaii which deal with the young men of all nationalities. He saw the need of more athletics, encouraged this need and secured for the school a new athletic field. He added more courses to the curriculum and revised the class work in such a way that every student received the largest possible amount of good.

His Many Activities. As a public speaker Dr. Ferguson was constantly in demand not only in Honolulu but on the other islands. He frequently occupied the pulpit of Central Union church, of which he was an enthusiastic member. He was intensely interested in the religious welfare of the local Chinese and was affiliated with the Fort street Chinese church and Sunday school and was a member of the Chinese Young Men's Christian Association. He was also a member of the Men's League of Central Union church, the Y.M.C.A. of a committee of the Hawaiian board of missions, the Anti-Saloon league, the Associated Charities, the Big Brother movement, and Manoa Improvement club. He was a frequent speaker at the Sunday services at Oahu prison. He also was the composer of the school song of the Mid-Pacific Institute, of which Mills school is a part. The greater part of his efforts in church work was devoted to Central Union church, in which congregation he stood at all times ready to assist in any project which would have a beneficial result.

Dr. Ferguson is survived by a widow, Mrs. Cora Belle Ferguson; a son, Donald, and two daughters, Margaret and Helen. He was born in Natane, Ontario, Canada, February 2, 1863, and was 52 years old. He came to Honolulu for the first time September 13, 1913, as principal of Mills school. He made an extended tour of the mainland last fall, returning with his wife and children.

The body will be cremated late today and will be sent for burial to the Ferguson family home in Belleville, Ontario, Canada, where it will repose beside the body of Dr. Ferguson's mother, at his own request.

Tomorrow morning at 10 o'clock there will be memorial services at Mills school for students of the Mid-Pacific Institute. Wednesday after-

Ladies!

There are

3 4

Shades in Phoenix Hose
at 75 cents the pair

Men!

There are

1 4

Shades in Phoenix Sox
at 50 cents the pair

Sold only at

The CLARION

noon at 4 o'clock there will be public services at the Central Union church. The services will be conducted by Rev. A. A. Ebersole, J. W. Wadman and Dr. Doremus Scudder.

Early Life Promising.

Born in the home of a Methodist minister in Canada, Dr. Ferguson's mother's side was related to Admiral Perry, U. S. N., and was educated at Victoria university, from which he was graduated as Gold Medalist in classics and Gold Medalist for general proficiency through the four years' course. At Syracuse university he received his Ph. D. degree in classics. Having entered the Methodist ministry, he pursued his theological studies at Drew Theological Seminary, Madison, N. J., being graduated as B. D. When but 24 years old, Wesleyan university conferred upon him the honorary degree of D. D. in company with his friend, Dr. S. Parkes Cadman.

His public career has been divided between the ministry and educational work. His first educational experience was as professor of Latin in Iowa Wesleyan university, and his longest and largest service educationally was as president of Methodist's great boarding school, the Centenary Collegiate Institute, Hackettstown, N. J. The Syms school, whose headmaster-ship and real ownership he surrendered to accept the principalship of Mills School, is a private school of 15 years' standing in the most exclusive and refined circles of New York city. During his four years in Syms School Dr. Ferguson was active in the Bowery Mission in organizing new churches and supplying various pulpits. Prior to coming to Honolulu he had been filling for three months the pulpit of the vigorous Lewis Avenue Congregational church, Brooklyn.

Dr. Ferguson's ministry was in important churches East and West. It

was thoroughly evangelistic, adding more than 1500 to the Christian communion. In both church and school he raised large amounts of money and often was called upon to raise special funds at dedications. His work in Y. M. C. A. and young people's societies made him a convention speaker and prolific writer.

He came to Honolulu at a financial sacrifice because he believed Mills School offered an unusual opportunity for Christian service. His youngest brother, Rev. John C. Ferguson, has long been an efficient worker in China. He was president of the Imperial university at Shanghai and filled many confidential positions under the late government. This gave Dr. Ferguson an unusual interest in Oriental life and work.

Asthma Catarrh
WHOOPING COUGH
BRONCHITIS
SPASMODIC CROUP
COUGHS
COLDS

Vapo-Cresolene

ESTABLISHED 1879.

A simple, safe and effective treatment for bronchitis, whooping cough, croup, asthma, etc., without doing the stomach with drugs. Used with success for thirty years.

The air carrying the antiseptic vapor, inspired with every breath, makes breathing easy, soothes the sore throat, and stops the cough, assuring restful nights. Cresolene is invaluable to mothers with young children and a boon to sufferers from Asthma.

Send us postal for descriptive booklet.

ALL DRUGGISTS.

Try Cresolene Anti-Asthma Throat Tablets for the irritated throat. They are simple, effective and antiseptic. Of your druggist or from us, 10c. in stamps.

Vapo-Cresolene Co.
 62 Cortlandt St., N. Y.



Table Glassware

is one of the most important items in your table arrangement. Like the "open-stock" dinner pattern idea we have 12 complete lines of glassware from which, with a initial purchase, you can start your set.

W. W. DIMOND & CO., Ltd.

The House of Housewares.

53-55 King Street

WE CARRY MOST APPROPRIATE GIFTS FOR
CHRISTMAS

STORE OPEN TILL 9 P. M.

Japanese Bazaar

Fort St., opp. Catholic Church